



LINCOLN HERITAGE COUNCIL, BSA

CHURCH/CHARTERED ORG. SCOUTING RECRUITMENT

Purpose: Many of our chartered organizations, especially religious organizations, have youth and families that should be invited to join Scouting. Often, these boys are invited to school night programs for units that serve other organizations, or in light of the growing home school population, never received an invitation. The Chartered Organization Night for Scouting will help these families get a head start to join “their” pack or troop.

Plan: Designate a night for chartered organizations to invite prospective Scouts and parents from among the membership to join their Scouting unit(s). This meeting should be held at the chartered organization’s facility.

TIMELINE:

45 Days Out

- District membership committee member(s), Executives, and Unit Committees/Leaders work with contact Charter Organization Representatives and Pastors/Executive Officers to determine which organizations wish to participate.

30 Days Out

- Schedule the date, time, and location to conduct the recruitment night and notify District Executive and District membership committee. (Ideally you will have one date for all Scouting programs chartered – however you may have different dates, times, locations due to regular meeting schedules)
- Secure volunteer support to assist with church/chartered organization recruitment night.
- Secure support of the Pastor/Executive Officer through the charter organization representative:
 - Regarding meeting place and distribution of promotional materials
 - Advertisement of Scout program(s) recruitment on organizations bulletin, website, and social media promotions
 - ***IMPORTANT: Endorsement from Pastor/Executive Officer to members encouraging families and friends that have youth of Scout age to join.*** Please refer to example pastor template on page 2.

3 weeks out

- Promotional recruitment flyers (2 sets), posters, yard signs and support materials ordered through District Executive.

2 weeks out

- Deliver promotional materials (1st set of flyers with posters, yard signs, etc.) to chartered organization for distribution to Scout aged members and families, and to other members of the organization.

1 week out to 2 days

- Pastor/Executive Officer Endorsement to members (Pass out 2nd flyer in bulletin or directly)
- Speak to youth at the church/organization directly. This is our opportunity to get the youth excited about the adventure of Scouting!
- Finalize Recruitment night agenda. (Have a hands on activity for new youth, follow the School Recruitment plan and agenda for packs, troop open house agenda examples)
- Secure recruitment materials (Applications for youth, adults, pens, unit info page with calendar and contacts, etc.) Check with District Executive for additional support.



CHURCH/CHARTERED ORG. SCOUTING RECRUITMENT Bulletin & Endorsement Templates

BULLETIN/SOCIAL MEDIA TEMPLATE:

BUILD YOUR ADVENTURE! JOIN (INSERT CHARTERED ORG. NAME) SCOUTING PROGRAM!

Now is the time to join the fun and excitement of America's foremost youth program – (INSERT TYPE OF PROGRAMS CHARTERED: Cub Scouts, Boy Scouts, and/or Venturing)!

Scouting programs offer an opportunity to have fun in the outdoors, learn skills, and help instill values in our young people that will last a lifetime.

Boy Scout Oath. On my honor, I will do my best. To do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake and morally straight.

The Scout Law. A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean, and reverent.

The oath and law coupled with the fun and adventures of camping, hiking, fishing, archery, shooting, with continued learning and academics, making new friends, and opportunities to seek existing and new interest, is a program all families can be proud of and should consider.

Our (INSERT TYPE OF PROGRAM – Pack, Troop, and/or Crew) (INSERT #) will hold a recruitment on (INSERT DAY, DATE, AND TIME) at (INSERT LOCATION)! Fliers with additional details will be distributed to the boys and families prior to the recruitment. Interested boys and parents are invited to attend the meeting to learn more and join the adventure!

For more information contact (INSERT CONTACT NAME AND PHONE #) or email (INSERT EMAIL). Also, please visit (INSERT PACK WEBSITE OR SOCIAL MEDIA IF APPLICABLE) for more information.

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Pastor Endorsement Template:

The (insert chartered org. name) is proud to charter Scouting. We have (insert programs and numbers).

These programs are important to our church and our youth. These are a part of our youth ministry and serve as a service to our community.

I encourage all our families and members to review the flyer passed out today and consider this a worthwhile program.

This is your opportunity to join the fun and adventure of Scouting. However, keep in mind it is the reinforcement of core values, skills, service, and the duty to God that these programs make their lasting impact!